40.   A method of processing products in a point-of-sale system comprising customer price information stations, customer check-out sites, and a host computer coupled to the customer price information stations, the method comprising the steps of:

a)   storing information relating to the products in a database of the host computer;

b)   presenting selected products bearing no human-readable price information to said customer price information stations;

c)   identifying the selected products by electro-optically reading indicia associated with the selected products, the indicia having parts of different light reflectivity;

d)   interrogating the host computer on a real-time basis for price information on each identified product;

e)   printing an adhesive paper label containing human-readable price information relating to each identified product obtained from the host computer;

f)   adhering each printed paper label to each identified product at said customer price information stations; and

g)   presenting the products with the respective adhered labels at said customer check-out sites to complete purchase of the products.

41.   The method according to claim 40, wherein the identifying step is performed by directing a light beam to the indicia, detecting at least a portion of light of variable intensity reflected off the indicia over a field of view, scanning at least one of said light beam and said field of view, and processing electrical signals indicative of the detected light intensity into data descriptive of the indicia.

42.   The method according to claim 41, wherein the identifying step is performed in a hand-held reader aimable at the indicia during reading.

43.   The method according to claim 41, wherein the identifying step is performed in a desk-top, stand-alone workstation.

44.   The method according to claim 41, wherein the identifying step is performed in a movable reader positionable relative to a work surface.

45.   The method according to claim 44, wherein the reader is connected to one end of a bendable arm; and further comprising the step of bending the arm to position the reader in a desired orientation.

46.   The method according to claim 40, wherein the identifying step is performed in a reader, and wherein the interrogating step is performed by interconnecting the reader and the host computer.

47.   The method according to claim 46, wherein the reader and the host computer are interconnected along a wireless link.

48.   The method according to claim 40, wherein the identifying step is performed in a reader, and wherein the printing step is performed by mounting a printer on-board the reader.

49.   The method according to claim 40, wherein the printing step is performed by a portable printer.